



**Title:** Prospecting for Gold: Strategies for Recruiting and Retaining Students in Emerging Technologies

**Date/Time:** Choose from one of the following time slots\*

**Program Building and Recruiting I:** Monday, July 28, 8:30 AM – 12:00 PM

-OR-

**Program Building and Recruiting II:** Tuesday, July 29, 8:30 AM – 12:00 PM

*\*The content presented is the same for both of these workshops*

**Location:** Renaissance Austin Hotel

**Cost:** \$80

**Description:** Are your advanced and emerging technology programs growing and thriving? If not, this workshop will help you discover untapped potential in your community and to design and sustain successful program-building strategies. The primary goal is for participants to leave prepared to begin the planning and implementation of recruitment and retention activities within their technical programs. Together we'll explore:

- Strategies for fostering successful recruitment and retention efforts,
- Research supporting mentoring as a key component of a retention plan,
- Successful, replicable models, and
- The importance of creating a climate conducive to gender equity and diversity.

#### **Presenters:**

**Ann-Claire Anderson** is the Principal Investigator for the Collaborative for Gender Equity in Emerging Technologies, an NSF-funded Advanced Technological Education project. Taking a multi-faceted approach, the Collaborative works toward encouraging high school girls to pursue careers in emerging technologies, dispelling myths about girls' abilities in science and technology, providing the tools for local mentoring programs to take root, disseminating information about high-tech careers and the coursework needed to succeed in them, and fostering the development of a classroom culture conducive to gender equity. In her position as a Sr. Research Associate for the Center for Occupational Research and Development (CORD), Ann-Claire develops and delivers online professional development courses addressing current topics in teaching and learning for community college faculty. She is currently the Assistant Project Director for the League for Innovation's CCTI STEM Transitions community college curriculum development project, funded by OVAE.

**Dr. Margaret Semmer** is the Co-Principal Investigator for the Collaborative for Gender Equity in Emerging Technologies. She currently serves as the Dean of Career and Technical Education at Joliet Junior College (IL). In her various capacities, she has: directed program improvement projects for career and technical education programs that include Tech Prep, 2+2, dual enrollment, career development and work-based learning, and worked closely with faculty to strategically address marketing, outreach and improved collaboration with high schools, four-year colleges/universities and the community. Margaret is a strong advocate for the creation of recruitment/retention efforts geared at non-traditional students (especially women in IT) and, as such, has developed and implemented recruitment strategies that promote her college's educational offerings and community services including all credit and non-credit, adult basic education, continuing education and professional development programs. She has designed from start-up an internship and job placement program for students requiring non-paid clinical experience that included the creation of contracts, evaluation materials, tracking devices and correspondence, and coordinated these efforts closely with business and industry to customize each training and/or internship experience. Based on her expertise, she was asked to testify before the U.S. House Subcommittee on Research on the topic of "Undergraduate Science, Math, and Engineering Education: What's Working?"